



COUNTY OF LOS ANGELES

Public Health

JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

CYNTHIA A. HARDING, M.P.H.
Chief Deputy Director

313 North Figueroa Street, Room 708
Los Angeles, California 90012
TEL (213) 240-8156 • FAX (213) 481-2739

www.publichealth.lacounty.gov



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September 24, 2013

TO: Each Health Deputy

FROM: Cynthia A. Harding, M.P.H. 
Chief Deputy Director

SUBJECT: **NOTIFICATION OF INTENT TO ENTER INTO TWO SOLE SOURCE CONTRACTS FOR THE NETWORK FOR HEALTHY CALIFORNIA – LOCAL HEALTH DEPARTMENT**

This is to notify you that the Department of Public Health (DPH) intends to request delegated authority to execute two sole source contracts with the Los Angeles County Office of Education (LACOE) and the Los Angeles Unified School District (LAUSD).

In accordance with Board Policy 5.100, prior Board notice is required for any department requesting to enter into negotiations for a Board-approved sole source contract in excess of \$250,000.

Background

On September 18, 2012, the Board of Supervisors accepted a four-year agreement with the California Department of Public Health (CDPH) to support the *Network for a Healthy California*-Local Health Department (*Network-LHD*) implementation of a comprehensive local nutrition education and obesity prevention program in Los Angeles County. The target audience of this program is the Supplemental Nutrition Assistance Program – Education (SNAP-Ed) eligible population (persons eligible for SNAP because their income does not exceed 185 percent of the Federal Poverty Level). The *Network-LHD* program represents CDPH's shift towards a lead local agency model where local health departments, including our Department, serve as lead agencies for *Network* funding beginning in Federal Fiscal Year (FFY) 2013. As a condition of funding, LHDs are obligated to distribute 30-50 percent of the total grant funds to local organizations beginning in FFY 2014 (which begins October 1, 2013).

CDPH's shift to a lead local agency model was accompanied by a reduced level of overall *Network* funding in the County. Therefore, cost effectiveness is critical to ensure the program reach is maintained to the extent possible, given the reduced funding allotment to the County and the continued need for nutrition education services.

A portion of the *Network*-LHD scope of work includes nutrition education in SNAP-Ed eligible elementary and middle-school settings using specialized curriculum and resources. This includes a wide range of school based activities including school, teacher, and parent recruitment and training; school wellness policy expansion; school food environment assessment; participation in school and after-school events; provision of technical support on classroom nutrition education; and robust program evaluation.

To meet these grant mandates, the Department requests to enter into sole source contracts with LACOE and LAUSD.

Justification to Enter into Sole Source Contracts

LACOE

LACOE is the nation's largest public regional education agency, providing programmatic and services support to all 80 school districts in Los Angeles County, reaching nearly 1.6 million students in grades K-12. LACOE is uniquely positioned to reach the intended target audience as the only entity in Los Angeles County that is able to implement a programmatic model that reaches SNAP-Ed eligible individuals in the County systematically, including parents and students in all Service Planning Areas across the County. In addition, LACOE's countywide reach will allow for coverage of high need gap areas in the County. Acquiring the services of a different vendor would 1) prevent critical programming from reaching a highly vulnerable student population, 2) delay the implementation timeline for Network-LHD objectives, due to the length of time and the learning curve that would be required of a new vendor, and ; 3) jeopardize the completion of the Network-LHD grant scope of work. As a result, continued funding through CDPH would be placed in jeopardy.

As a previous Network contractor, LACOE established itself as a highly cost effective and programmatically efficient provider of Network programming. CDPH has requested that the Department subcontract with LACOE in order to ensure continuity in the successful program implementation and completion of all required school and parent related Network-LHD grant objectives.

LAUSD

LAUSD's boundaries cover more than 700 square miles, including coverage in six of eight Service Planning Areas. Approximately 640,000 students are enrolled in grades K-12, making LAUSD the second largest school district in the nation. Of these students, approximately 40% of students are overweight or obese and approximately 75% qualify for free/reduced school meals. The

combination of broad geography and enrollment of high-need children makes LAUSD critical to the successful implementation of Network-LHD programs and services.

In addition, CDPH has requested that DPH subcontract with LAUSD to ensure continuity in the successful program implementation and completion of all required school and parent related Network-LHD grant objectives. Prior to implementing the lead local agency model, CDPH contracted directly with LAUSD to implement Network activities. LAUSD distinguished itself as a reliable, efficient, and uniquely qualified expert in implementing Network's school-based goals and objectives in SNAP-Ed eligible schools. LAUSD administrators are well versed in Network programmatic requirements, have strong relationships with school staff, and are uniquely positioned to provide robust evaluation of programs within the district. To maintain the same high-level of programmatic expertise and fiscal efficiency, LAUSD will be utilized to provide similar services enabling the Department to meet all requirements, including the goals and objectives of the Network-LHD grant.

Next Steps

The Board letter to request the delegated authority to execute these sole source contracts is projected for the November 5, 2013, Board meeting. To allow time for your review and comments, we will not enter into negotiations until five business days following the date of this memorandum.

We will work closely with LACOE and LAUSD to ensure services are offered in high need areas in all Service Planning Areas and Supervisorial Districts.

If you have any questions or would like additional information, please let me know.

CAH:srp

c: Greg Polk
Sharon Reichman
Paul Simon, M.D., M.P.H.